

Attorney Docket: 100-061USA000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re original application of:

Applicants : Thomas J. Perkowski, Vaibhava Muchhal, Katherine Kennedy,
Fernando Ulloa, Jr., and Kathleen O'Hara

Title of Invention : INTERNET-BASED BRAND MANAGEMENT AND MARKETING
COMMUNICATION INSTRUMENTATION NETWORK FOR
DEPLOYING, INSTALLING AND REMOTELY PROGRAMMING
BRAND-BUILDING SERVER-SIDE DRIVEN MULTI-MODE
VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND
METHODS OF BRAND MARKETING COMMUNICATION
BETWEEN BRAND MARKETERS AND CONSUMERS USING THE
SAME

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

**TRANSMITTAL LETTER ACCOMPANYING
THE FILING OF AN ORIGINAL APPLICATION**

Sir:

This is a request for filing an original application entitled "INTERNET-BASED BRAND MANAGEMENT AND MARKETING COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING AND REMOTELY PROGRAMMING BRAND-BUILDING SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND MARKETERS AND CONSUMERS USING THE SAME" by Thomas J. Perkowski, Vaibhava Muchhal, Katherine Kennedy, Fernando Ulloa, Jr., and Kathleen O'Hara comprising:

- Four Hundred Ninety Five (495) pages of Specification;
- Fourteen (14) pages of Claims to Invention;
- One (1) page of Abstract of Disclosure;
- One Thousand Forty Six (1046) sheets of Informal Drawings; and
- Certificate of Express Mailing (No. EL975184485US) under 37 C.F.R. 1.10 dated October 24, 2003.

Power of attorney in the present Application has been appointed to Thomas J. Perkowski; Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902 and will be filed in the present Application shortly.

The present Application has been assigned to IPF, Inc. of Stamford, Connecticut, and the Patent Assignment will be filed in the present Application shortly.

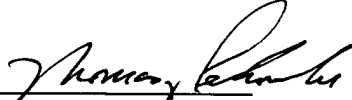
Under 35 USC Section 120, Applicants hereby claims priority to the earlier filing dates of the following co-pending United States Patent Applications: No. 10/602,990 filed June 24, 2003; No. 09/716,848 filed November 17, 2000; No. 09/695,744 filed October 24, 2000; No. 09/641,908, filed August 18, 2000; No. 09/599,690 filed June 22, 2000; No. 09/483,105, filed January 14, 2000; No. 09/465,859 filed December 17, 1999, now abandoned; No. 09/447,121 filed November 22, 1999; No. 09/441,973 filed November 17, 1999; No. 09/284,917 filed October 27, 1999, now abandoned, International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; No. 08/736,798 filed October 25, 1996, now U.S. Letters Patent No. 5,918,214; No. 08/752,136 filed November 19, 1996, now U.S. Letters Patent No. 6,064,979; No. 08/826,120 filed March 27, 1997, now abandoned; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, now abandoned, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

Please address all correspondence to the undersigned attorney at:

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Respectfully submitted,

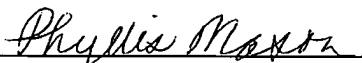
Dated: October 24, 2003


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CERTIFICATE OF EXPRESS MAIL
UNDER 37 C.F.R. 1.10

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Dated: October 24, 2003